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WHAT IS CLAIMED IS:

1. A method of inducing low density lipoprotein receptor expression through the sole activation of extracellular-signal regulated kinase (p42/44MAPK), comprising the step of:

contacting a cell with a compound that activates the extracellular-signal regulated kinase, p42/44MAPK, wherein the activation of said kinase results in the induction of low density lipoprotein receptor expression.

- 2. The method of claim 1, wherein said induction of low density lipoprotein receptor expression is independent of cell growth regulation.
- 3. The method of claim 1, wherein the extent of said induction of low density lipoprotein receptor expression is dependent on the extent of activation of p42/44MAPK.

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- 4. A method of screening a candidate compound that induces p42/44MAPK-mediated LDL receptor expression, comprising the steps of:
- contacting a cell that activates p42/44MAPK in response to extracellular stimulant with said candidate compound; and

measuring the activation of p42/44MAPK and low density lipoprotein receptor expression, wherein activation of p42/44MAPK and induction of low density lipoprotein receptor expression in the presence of said compound is indicative of said candidate compound can induce p42/44MAPK—mediated low density lipoprotein receptor expression.

5. The method of claim 4, wherein said cell is HepG2- Δ Raf-1:ER cell line.

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6. A method of determining the level of low density lipoprotein receptor expression in an individual, comprising the step of:

examining the level of p42/44MAPK expression in said individual, wherein high p42/44MAPK expression is indicative of high low density lipoprotein receptor expression, and low p42/44MAPK expression is indicative of low low density lipoprotein receptor expression in said individual.